

IN THE CLAIMS

~~Please cancel Claims 3 and 14.~~

~~Please substitute the following Claims 1 and 13 for the pending Claims 1 and 13.~~

1. A method of providing service in a wireless communication network comprising the steps of:

- providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;
- providing products or services to said end user in response to a subscription to one of said service options; and
- providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a content that a user is receiving on said wireless communication device;
- wherein the advertisements are based upon location related information of said wireless communication device, said location related information includes at least one of the following: direction or speed.

3. (CANCELLED)

13. A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;

providing products or services to said end user in response to a subscription to one of said service options;

providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a configuration of said wireless communication device; and

requiring user interaction to determine whether an advertisement was reviewed to be considered an advertisement that was provided in lieu of receiving compensation for the service.

14. (CANCELLED)